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62-47

WARD

Horticultural Co.

109 West Cedar Avenue
WEBSTER GROVES, MO.

Trade List 1942

Our nationally known green plants are produced from basal shoots, grown cool, without coddling, in 3½ inch pots. Shipped by Express only, in open boxes, they arrive as fresh as when packed. We do not send yellow, lanky plants by parcel post.

No plants from wherever obtained, at any price, equal in vigor and health those sent out by us.

TERMS: Cash with order. No C. O. D. orders. Orders under \$3.00 not solicited.

ROOT DIVISIONS

Becky Thatcher, our live, pink, cut flowers variety 25c each. \$20.00 per 100.

Orders for roots under \$5.00 must add 25c for postage.

REMEMBER that, because a new variety is introduced at an outrageous price, it does not follow that it is outstanding. Many are not equal to others that have been tried and found to be good. The raisers are fast killing the goose that lays the golden eggs, namely the Public.

LIST OF GREEN PLANTS

Our object is to send out each season a few varieties of real merit, retaining some older ones, and adding some newer ones.

NO SHIPMENTS BEFORE MAY 15th THIS SEASON. Many varieties are in small quantities, and prospective buyers should order at once.

We do not substitute without permission, but if at all possible we ask that alternates may be mentioned which could be sent in case we are sold out of any variety.

\$1.00 each. Blue Moon, Class.

\$.50 each Eventide, Evelyn Chandler, The Governor, Harlequin, Kilgore's Lucifer, Megan Callaghan, Moonbia, Mrs. Jasper Blackburn, Pink Josephine, Silver Lady, Victory, Virginia Rute.

\$.35 each. Alice May, Discovery, Glamour, Kentucky Sportsman, Pink Giant, Rita Wells, Robert L. Ripley, Scarlet Jersey's Beauty, Sunrays, Winsome.

\$.25 each. Carl Dahl, Cherokee Brave, Corallina, Dominant, Gertrude Lawrence, Golden Beauty, Jersey's Dainty, Joyce Louise, Katie K., Mrs. George Sawyer, Scarlet Leader, White Jersey's Beauty.

We do not issue descriptions of varieties. These can be obtained from growers' catalogues. The following remarks, however, may be useful:

Our two varieties, Harlequin and Mrs. Jasper Blackburn, seem to have been appreciated by our customers.

We have listed Virginia Rute instead of the much heralded Maffie, as we consider it superior in stem, growth and color.

Pink Josephine is the largest pink we have seen. Unfortunately our stock is small, as it is a poor propagator.

Megan Callaghan gave us some very beautiful white formal flowers the past season.

Kentucky Sportsman is a marvelous color and should be grown by everybody.

To all our customers we extend our sincere thanks. Particularly to those who have recommended us to others. This venture of ours, begun some years ago, has been more successful than we expected. We think it is due largely to the different methods of growing and shipping we adopt.

APPRECIATIONS

Still They Come

May 20, 1941.

Alton, Illinois.

"Your plants are fine and always grow. We never had success with plants until we grew yours, and we have tried them from the best growers in the country."

April 20, 1941.

Rockport, Indiana.

"Any person wanting plants and does not purchase from you is making a mistake. Have tried others and I know."

May 12, 1941.

Hickville, Long Island, N. Y.

"Please send me 20 plants of Joyce Louise. The ones I bought last year were very nice and bloomed very good."

April 10, 1941.

Monroe, Michigan.

"I bought plants at several places but you had the best plants, and your method of packing is perfect. Every plant came through O. K."

June 4, 1941.

Brewster, New York.

"Enclosed please find my annual order. If you are as generous as last year I surely will be satisfied."